

# *Desktop Publishing ... for a SUPER year!*

By Jody Pyle, Nixa High School  
2006 MBEA Summer Conference

## 12 Rules of Desktop Publishing

By Jacci Howard Bear  
([http://desktoppub.about.com/cs/basics/f/dtp\\_rules.htm](http://desktoppub.about.com/cs/basics/f/dtp_rules.htm))

### 1. Use Only One Space After Punctuation

Due to the use of proportional spaced fonts, it is definitely preferred to use one space following punctuation especially when used in design.

### 2. Don't Use Double-Hard Returns After Paragraphs

Use paragraph formatting such as leading to help fit more copy on the page.

### 3. Use Fewer Fonts

Three or four fonts are the maximum for any one document. Readability and consistency is compromised when more are used.

### 4. Use Ragged-Right or Fully Justified Text Appropriately

Left-aligned text is more informal and easier to work with; Fully-justified is more formal and less friendly.

### 5. Use Centered Text Sparingly

Use for headings and short lines but not for lengthy text as it is hard to read large quantities of centered text.

### 6. Balance Line Length with Type Size

The shorter the line length, the smaller the font size should be.

### 7. Use All Caps with the Right Fonts

Using all caps is like SCREAMING. Avoid the use of all caps whenever possible. When necessary, choose your font wisely.

### 8. Use Proper Typographical Punctuation

In DTP, polish your hyphens, dashes, quotation marks, etc. Use built-in features of your software.

### 9. Use Frames, Boxes, Borders with a Purpose

Use frames to emphasize, group or set apart information. Don't overuse!

### 10. Use Less Clip Art

Too much clip art distracts from the message and is hard to concentrate on the text. Use only a few when necessary to emphasize text. Otherwise, try to use your character formats to bring emphasis to your message. Also, when using graphics, use odd numbers (1 or 3).

### 11. Use More White Space

White space is not negative. It is used to separate items and to keep the page easy to read. If the page looks too cramped, then use more white space. If nothing can be eliminated, use larger paper.

### 12. Reset Software Document Defaults

The default settings are usually not the best for design. Reset the software defaults to help your design and get you started on your project more quickly.

## *Copyright Information*

(<http://www.copyright.gov/>)

Copyright is a form of protection provided by the laws of the United States (title 17, U. S. Code) to the authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works.

It is illegal for anyone to violate any of the rights provided by the copyright law to the owner of copyright.

### Mouse Pad

Have students design the cover, print on card stock paper, cover with contact paper or laminate. Cut foam to fit the top and use foam glue or spray adhesive to combine the two. DONE! You can buy foam with adhesive on the back so you don't have to mess with the glue—it is a little more expensive, but you won't have the mess or worry about them gluing all the way to the edge so they won't separate later.

### Magnets

You can either measure the size that you need (usually 2 ½ x 3) and design your tops, print on cardstock, cover with contact paper and trim, then reveal adhesive on the magnet and apply. DONE!

### T-shirts

Purchase t-shirt transfer paper then have your students design their shirts. I told my students that they would each get one (1) 8 ½ x 11 sheet and they could use part of that for a front logo if desired. Then follow the instructions on the box for transferring the design to the t-shirt.

### Ornament

Measure the circumference of the ornament and divide it by 3.14. This will tell you the size of the circle you need to make it fit into the ornament properly. Scan your picture or design the contents of the ornament in the circle and print on transparency paper. I think ANY transparency that works with your printer is fine. Just be sure the ink is completely dry before touching it and that your hands are clean and free of any lotions. Once it is dry and you've cut out the circle, roll it up and slip into the top of the ornament. (TIP: Roll the circle with the rough side on the inside—this will avoid scratching the picture if the circle is not rolled tight enough when inserting into the ornament.) Use tweezers to adjust it inside and put the top on. DONE!

### Trading Cards

We used 3.5" height & 2.5" width. Create TWO boxes this size. Just design the front and back to your preference. I used [www.printfree.com](http://www.printfree.com) to get a free 12-month calendar to put on the back of mine, but you could put a sporting schedule or FBLA schedule on the back. Print, cut both out, put back to back, use a glue stick, and laminate or use contact paper to cover. Trim it and you're DONE!

### Bookmarks

Create a landscape page with 3 columns. Design your bookmarks, print on cardstock. You can cover with contact paper if you wish. DONE!

### Newsletters

My requirements are that they have to have 3 pages of material and the back page is where they fold it and apply mailing labels (as if realistically mailing them). They have to include short-term & long-term goals, Honors and Achievements, Memberships, One Special Item (anything). Community service is an optional category for them, but if this doesn't fill 3 pages, they must add categories and information to do so. They are to include photos and apply consistent styles throughout the newsletter.

### Gift Tags

A couple of options can be chosen. First, you could use the labels feature in Word and print on actual labels or you could create your own shapes and designs and cut out the labels to use.

### Tri-Fold Pamphlets

Students can create a brochure for a club/organization, vacation destination, class, etc.

### Picture Frame

Create 2 rectangles on the page with the inside rectangle being the size of the picture (3x5 or 4x6). Create another rectangle the same size as the outside rectangle and use that as the back of the frame. When assembling only glue bottom and lower half of sides to allow the picture to be added through the top opening. Cut out triangular back to cut out and use to prop up the picture.

### Door Hangers

A couple of options can be chosen. First, you could simply use two columns on a portrait sheet of paper to create rectangles and design your hanger, print on card stock and you're done. OR, you can purchase pre-cut door hangers at a craft store and create the elements of your hanger, print on sticker paper and you're done. You can also add 3-D elements like letters for their name, etc.

### 3-D Papercrafts

Go to <http://cp.c-ij.com/english/3D-papercraft/index.html> and choose the category you want, print the parts on photo paper to give it enough stiffness to stand up. Follow the instructions and you're DONE! Some are much easier than others. Choose carefully!

### Restaurant Flip-Top

You will need 3x5 or 4x6 index cards. In Page Setup, go to the Paper tab and select the size of Index card you will use. Change the top margin to 2", bottom to .5" and sides to .25". Create a set of 5 cards to use for your flip-top. You can do this for desserts, daily specials, birthday party advertisements, etc.

### Coasters

You will need card stock, felt, spray adhesive, and contact paper. Create a circle the side of 4.65". Create your coaster design, print on card stock, cut out circle, apply contact paper and trim. Cut felt the size of your coaster, spray felt with spray adhesive, allow to set a minute, then place top on felt and apply pressure. (

### Pencil Wraps

Use rectangle tool and oval tool to create wrap. Rectangle should be 3.12" x 1.12". Oval should be 1.12" wide. Copy and paste this design next to the original. Design wrap, print and cut out then wrap around pencil and glue.

### **Desktop Publishing Project—12-Month Calendar**

You will create a 12-month calendar using Publisher & InDesign. You will create the "calendar" in Publisher and the "tops" in InDesign. You will need to bring pictures from home to use on the tops. This can be for personal use or you can create it as a gift for someone.

#### ***Scoring Guide***

<i><b>Criteria</b></i>	<i><b>0</b></i>	<i><b>3</b></i>	<i><b>6</b></i>
<b>Alignment/margins</b>	Lacks balance & appropriate use of margins	Some effort made toward balance & appropriate use of margins	Balance & margins are used effectively.
<b>Proximity/spacing</b>	Too much or lacking white space or items too cramped to read.	Most white space was used appropriately or some items are cramped.	White space is used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Holiday Dates</b>	Did not include 12 holidays on the calendar; did not include personal events (birthdays, etc.).	Used some holidays on the calendar & a few personal dates.	Included 12 holidays & several personal/family holidays (birthdays, etc.).
<b>Graphics</b>	Used more than 3 internet graphic and did not supply source.	Used an even number of graphics.	Did not use more than 3 internet graphic & supplied source. Used an odd number of graphics.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Preparedness</b>	Student was not prepared...did not bring pictures, did not use resources available in a timely manner to accomplish goal.	Student used some resources and had pictures (but waited until crunch time) to meet goals.	Student was prepared...had pictures available, used resources available effectively to meet goal.
<b>Effort</b> (0, 6 & 12 points)	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal.	Used all work time efficiently & effectively to accomplish goal.
<i><b>FINAL GRADE</b></i>			<i><b>/72</b></i>

### **InDesign Project—Mouse Pad**

#### Requirements:

You will create a mouse pad to be used personally or to give to a friend/relative.

#### *Mouse Pad* Scoring Guide

<i>Criteria</i>	<i>0</i>	<i>1</i>	<i>3</i>
<b>Balance/alignment/margins</b>	Lacks balance & appropriate use of margins	Some effort made toward balance & appropriate use of margins	Balance & margins are used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Effort</b>	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal. (3 points)	Used all work time efficiently & effectively to accomplish goal. (6 points)
<b>Creativity</b>	Did not use original items created by student.	Created original works but did not spend time to perfect items. (3 points)	Created original works and spent time to perfect item for final product. (6 points)
<b><i>FINAL GRADE</i></b>			<b><i>/30</i></b>

### Desktop Publishing Project—Ornament

#### Requirements:

You will create an ornament by scanning in a picture & altering size, settings, etc. to fit inside of the given ornament. You will then have to cut out the picture & insert into the given ornament.

#### *Ornament* Scoring Guide

<i>Criteria</i>	<i>0</i>	<i>1</i>	<i>2</i>
<b>Alignment/spacing</b>	Lacks balance & appropriate use of margins Too much or lacking white space or items too cramped to read.	Some effort made toward balance & appropriate use of margins Most white space was used appropriately or some items are cramped.	Balance & margins are used effectively. White space is used effectively.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Scanning</b>	Student did not bring in item to scan or was past deadline by more than 5 days.	Student was late bringing in picture by 1-4 days and/or required help using scanner.	Student brought in picture on time and scanned it independently.
<b>Effort</b> (0, 2 & 4 points)	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal.	Used all work time efficiently & effectively to accomplish goal.
<b><i>FINAL GRADE</i></b>			<b><i>/10</i></b>

## **InDesign Project—Marker Board**

### Requirements:

You will create a marker board for yourself or a friend or relative to put in a locker, on the refrigerator or wherever one is needed.

### **Marker Board** Scoring Guide

<i><b>Criteria</b></i>	<i><b>0</b></i>	<i><b>1</b></i>	<i><b>2</b></i>
<b>Alignment/margins</b>	Lacks balance & appropriate use of margins	Some effort made toward balance & appropriate use of margins	Balance & margins are used effectively.
<b>Proximity/spacing</b>	Too much or lacking white space or items too cramped to read.	Most white space was used appropriately or some items are cramped.	White space is used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Graphics</b>	Used more than 1 internet graphic and did not supply source.	Used an even number of graphics.	Did not use more than 1 internet graphic & supplied source. Used an odd number of graphics.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Effort</b>	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal.	Used all work time efficiently & effectively to accomplish goal.
<b>Test print</b>	Did not submit test print.	Submitted test print but did not make adjustments for final document (contained errors).	Submitted test print and made necessary alterations for final document (no errors).
<b><i>FINAL GRADE</i></b>			<b><i>/20</i></b>

### **InDesign Project—T-Shirt Design**

#### Requirements:

You will have the opportunity to create a T-shirt transfer for personal use. You will be provided 1 (one) 8.5" x 11" t-shirt transfer sheet. You may use part of it for a design on the front and the remaining on the back or you may use all for the front or back design. Originality is a MUST!

#### ***T-Shirt Design*** Scoring Guide

<i><b>Criteria</b></i>	<i><b>0</b></i>	<i><b>1</b></i>	<i><b>3</b></i>
<b>Balance/alignment/margins</b>	Lacks balance & appropriate use of margins	Some effort made toward balance & appropriate use of margins	Balance & margins are used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Effort</b>	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal. (3 points)	Used all work time efficiently & effectively to accomplish goal. (6 points)
<b>Creativity</b>	Did not use original items created by student.	Created original works but did not spend time to perfect items. (3 points)	Created original works and spent time to perfect item for final product. (6 points)
<i><b>FINAL GRADE</b></i>			<i><b>/30</b></i>



## **InDesign Project—Window Decal**

### Requirements:

You will create a window decal for your own personal use or as a gift. You will be provided one (1) 8.5” x 11” sheet. You may create one or more than one—you can divide up the sheet as you see fit. You may use portrait or landscape layout—you have freedom on the layout.

### **Window Decal** Scoring Guide

<b><i>Criteria</i></b>	<b><i>0</i></b>	<b><i>1</i></b>	<b><i>2</i></b>
<b>Proximity/spacing</b>	Too much or lacking white space or items too cramped to read.	Most white space was used appropriately or some items are cramped.	White space is used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Graphics</b>	Used even number of graphics and/or used an internet graphic or clipart.	Used an even number of graphics.	Did not use more than 1 graphic & did NOT use Internet graphic or clipart. Used an odd number of graphics.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Effort</b>	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal. (2 points)	Used all work time efficiently & effectively to accomplish goal. (4 points)
<b>Test print</b>	Did not submit test print.	Submitted test print but did not make adjustments for final document (contained errors).	Submitted test print and made necessary alterations for final product (no errors).
<b><i>FINAL GRADE</i></b>			<b><i>/20</i></b>

## InDesign Project—Wrapping Paper

### Requirements:

You will create wrapping paper to wrap the ornament created in this class. (Even if you're not giving it as a gift, yes, you still have to create wrapping paper.)

### *Wrapping Paper* Scoring Guide

<i>Criteria</i>	<i>0</i>	<i>1</i>	<i>2</i>
<b>Alignment/margins</b>	Lacks balance & appropriate use of margins	Some effort made toward balance & appropriate use of margins	Balance & margins are used effectively.
<b>Proximity/spacing</b>	Too much or lacking white space or items too cramped to read.	Most white space was used appropriately or some items are cramped.	White space is used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Graphics</b>	Used more than 3 internet graphic and did not supply source.	Used an even number of graphics.	Did not use more than 3 internet graphic & supplied source. Used an odd number of graphics.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Effort</b> (0, 2 & 4 points)	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal.	Used all work time efficiently & effectively to accomplish goal.
<b><i>FINAL GRADE</i></b>			<b><i>/20</i></b>

## InDesign Project—Magnet

### Requirements:

You will create a magnet for your own personal use or as a gift. You will be provided one (1) magnet and contact paper to put on top to prevent smudges. Please be sure to look at the items being graded to maximize your points.

### *Magnet* Scoring Guide

<i>Criteria</i>	<i>0</i>	<i>1</i>	<i>2</i>
<b>Proximity/spacing</b>	Too much or lacking white space or items too cramped to read.	Most white space was used appropriately or some items are cramped.	White space is used effectively.
<b>Type</b>	Multiple uses of bad or hard to read fonts. More than 2 fonts were used.	Font(s) chosen were legible but did not match the occasion. No more than 2 fonts were used.	Font(s) chosen were legible and appropriate for the occasion. No more than 2 fonts were used.
<b>Color</b>	Colors may contrast or give inappropriate mood.	Colors not used to help give mood to document or elements.	Colors complement. Colors give appropriate mood/feel for audience.
<b>Elements</b>	Elements distract from content.	Elements may be awkward or may not be relevant.	Relevant shapes and graphics enhance look and feel and draw attention to content. Meets audience needs.
<b>Graphics</b>	Used even number of graphics and/or used an internet graphic or clipart.	Used an even number of graphics.	Did not use more than 1 graphic & did NOT use Internet graphic or clipart. Used an odd number of graphics.
<b>Professionalism</b>	Spelling and/or grammar errors are obvious and detract from purpose.	Minor grammar errors; could include improper capitalization.	Correct spelling and grammar usage.
<b>Theme</b>	Elements do not depict an obvious theme.	Some inconsistency within elements as they relate to the overall theme.	Theme established and all elements are relevant.
<b>Effort</b>	Did not use work time wisely to accomplish goal	Used some of the work time available to accomplish goal. (3 points)	Used all work time efficiently & effectively to accomplish goal. (6 points)
<b>FINAL GRADE</b>			<b>/20</b>